



# CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: 1997 Street Faire Locations

MEETING DATE: January 15, 1997

PREPARED BY: Public Works Director

**RECOMMENDED ACTION:** That the City Council provide direction and authorize the Public Works Director to modify the Street Faire Agreement with the Lodi District Chamber of Commerce as it pertains to the location of the 1997 Street Faires.

**BACKGROUND INFORMATION:** The Lodi District Chamber of Commerce operates a Street Faire in downtown Lodi twice a year under the terms of an agreement approved by the City Council in 1993 and amended in 1994. The agreement specifies the times and locations of streets which are allowed to be closed. In general, the location is on School Street between Lodi Avenue and Lockeford Street and portions of the adjacent side streets and the closure is from Saturday night through Sunday on the first weekend of May and October. Roughly 500 booths are rented to various vendors and the event is attended by thousands of people.

This year, the area will be the center of the street improvement project portion of the Central City Revitalization Program. The project is out to bid and, since we do not have a contractor or precise schedule yet, we cannot say for certain how easily the Faire could be accommodated during the project. Staff feels it would not be cost effective to require bidders to include such accommodations in their bids and recommends that the location of the Faire be moved. We have been working with the Street Faire Chairperson, Dorean Rice, on alternative locations and are requesting that the City Council select an alternative location and direct staff to modify the agreement as necessary for 1997. While the construction project will hopefully not affect the October Street Faire, it is possible that construction delays may dictate that the relocation established for the May Street Faire also apply to the October Street Faire.

The Chamber has requested a decision on the location in January in order to mail application forms to vendors in February.

Public Works staff examined four alternate locations in the Downtown area and reviewed them with Police and Fire staff and Ms. Rice. They are listed below in order of preference:

<u>Location</u>	<u>Advantages</u>	<u>Disadvantages</u>
Church Street north of Walnut Street and portions of side streets (Exhibit 1)	<ul style="list-style-type: none"><li>• Maintains pattern of School Street location - very important to vendors</li><li>• Occupies fewer blocks due to triple row of booths on Church Street</li><li>• Close to parking</li><li>• Adjacent to power source</li></ul>	<ul style="list-style-type: none"><li>• Increases conflict with churches and residents to west</li><li>• Places booths in major access route</li></ul>

APPROVED: \_\_\_\_\_

*Randall A. Davis for*

H. Dixon Flynn -- City Manager

<u>Location</u>	<u>Advantages</u>	<u>Disadvantages</u>
Church Street and School Street north of Elm Street and adjacent side streets (Exhibit 2)	<ul style="list-style-type: none"><li>• Less disruption to churches at Church/Walnut/Oak and residents to west</li><li>• Better access to parking and Faire</li></ul>	<ul style="list-style-type: none"><li>• Circular pattern poor for vendors and patrons</li><li>• Away from power source</li><li>• Further from parking</li></ul>
Pine Street and Church Street (Exhibit 3)	<ul style="list-style-type: none"><li>• Less disruption to churches at Church/Walnut/Oak</li><li>• Better access to parking and Faire</li></ul>	<ul style="list-style-type: none"><li>• Awkward pattern for vendors and patrons</li><li>• Most conflict with residents to west</li><li>• Power source adjacent but not in desirable location</li><li>• Disrupts Police Department's access</li></ul>
Sacramento Street and portions of adjacent side streets (Exhibit 4)	<ul style="list-style-type: none"><li>• Similar pattern to School Street location</li></ul>	<ul style="list-style-type: none"><li>• Use of side streets limited by railroad tracks</li><li>• Away from power source</li><li>• Less compatible with adjacent businesses than School and Church streets</li><li>• Further away from parking</li></ul>

While staff preferred the Church/School (Exhibit 2) layout due to fewer adjacent-use conflicts, the Chamber strongly preferred the Church Street layout (Exhibit 1) due to its similarity to past events. Staff understands this concern and recommends this be the preferred location. One aspect of all the proposed locations is that more driveways will be affected. Staff proposes that the Chamber of Commerce be required to obtain permission from all businesses normally open on Sunday for which all driveways will be closed. Staff feels it is reasonable that the City authorize the street closure in front of other locations where an adjacent driveway will be left open.

Note that due to the significance of the event and its importance to Downtown revitalization, staff did not consider other alternatives, such as locating the Faire elsewhere in the City or canceling the event.

FUNDING: Not applicable.

  
Jack L. Ronsko  
Public Works Director

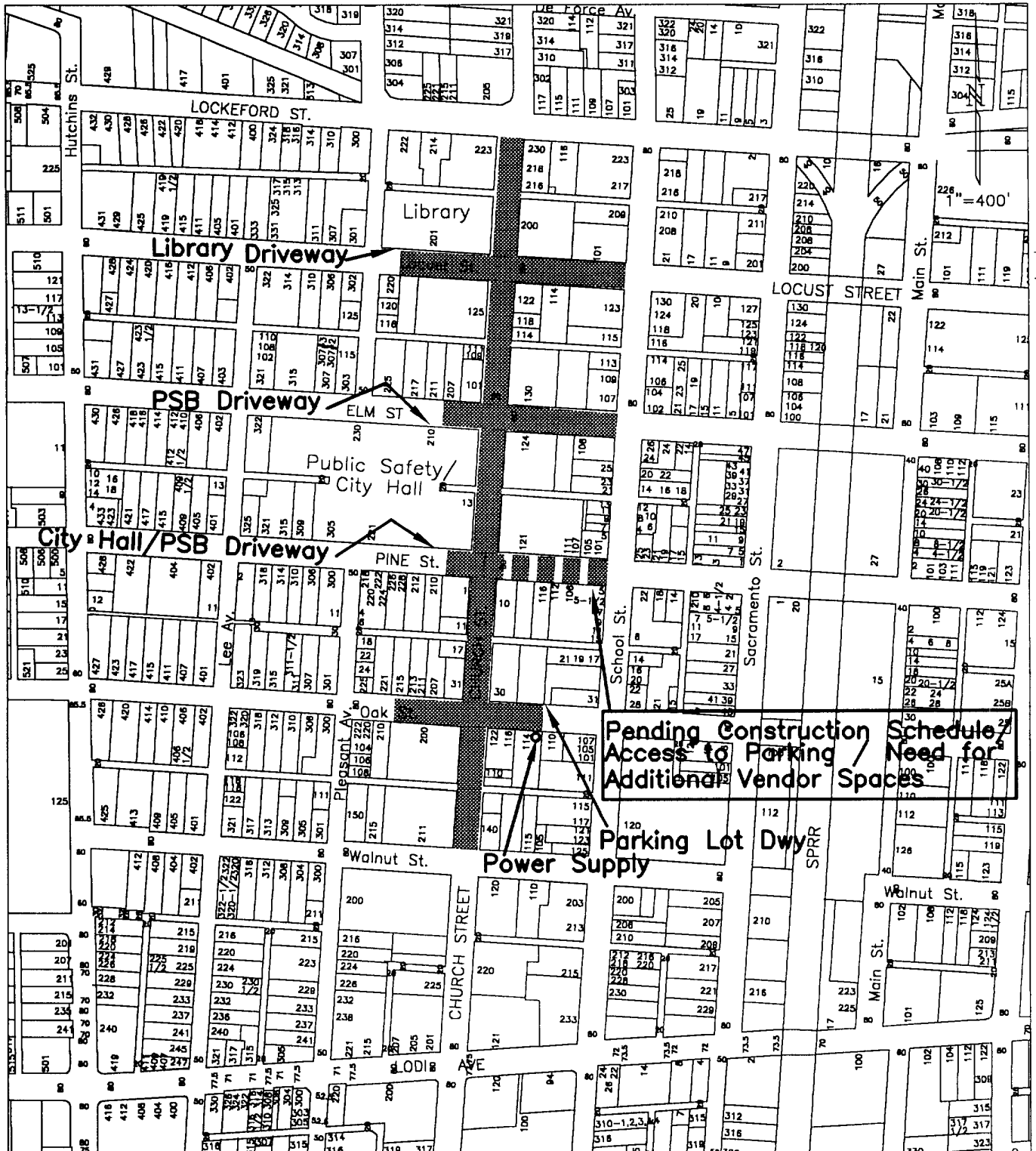
Prepared by Richard C. Prima, Jr., City Engineer  
JLR/RCP/lm

Attachments

cc: Chamber of Commerce  
Street Faire Chairperson, Ms. Dorean Rice  
Lodi Downtown Business Association  
St. Anne's Catholic Church  
First United Methodist Church

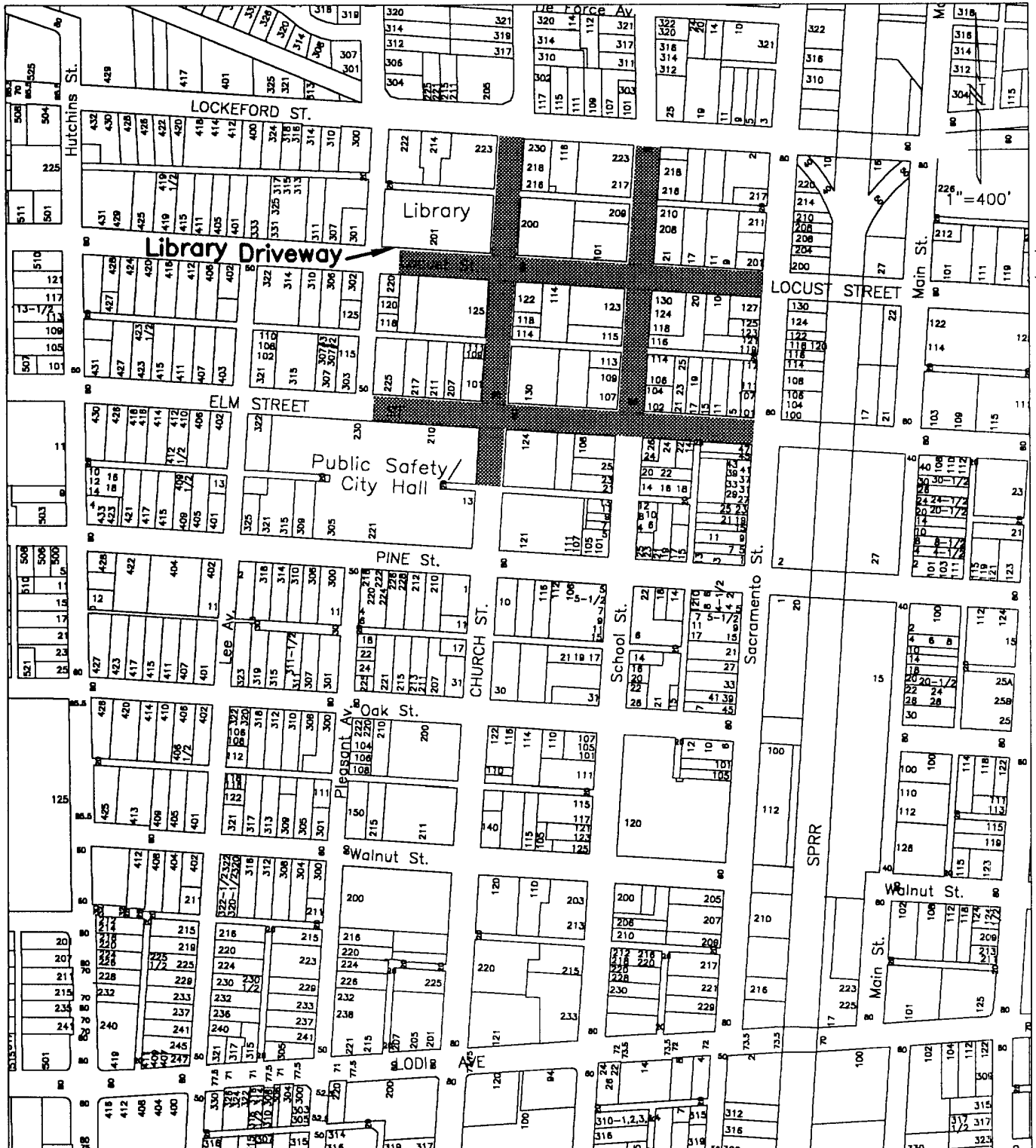
# Street Faire Location Alternatives

## Exhibit 1



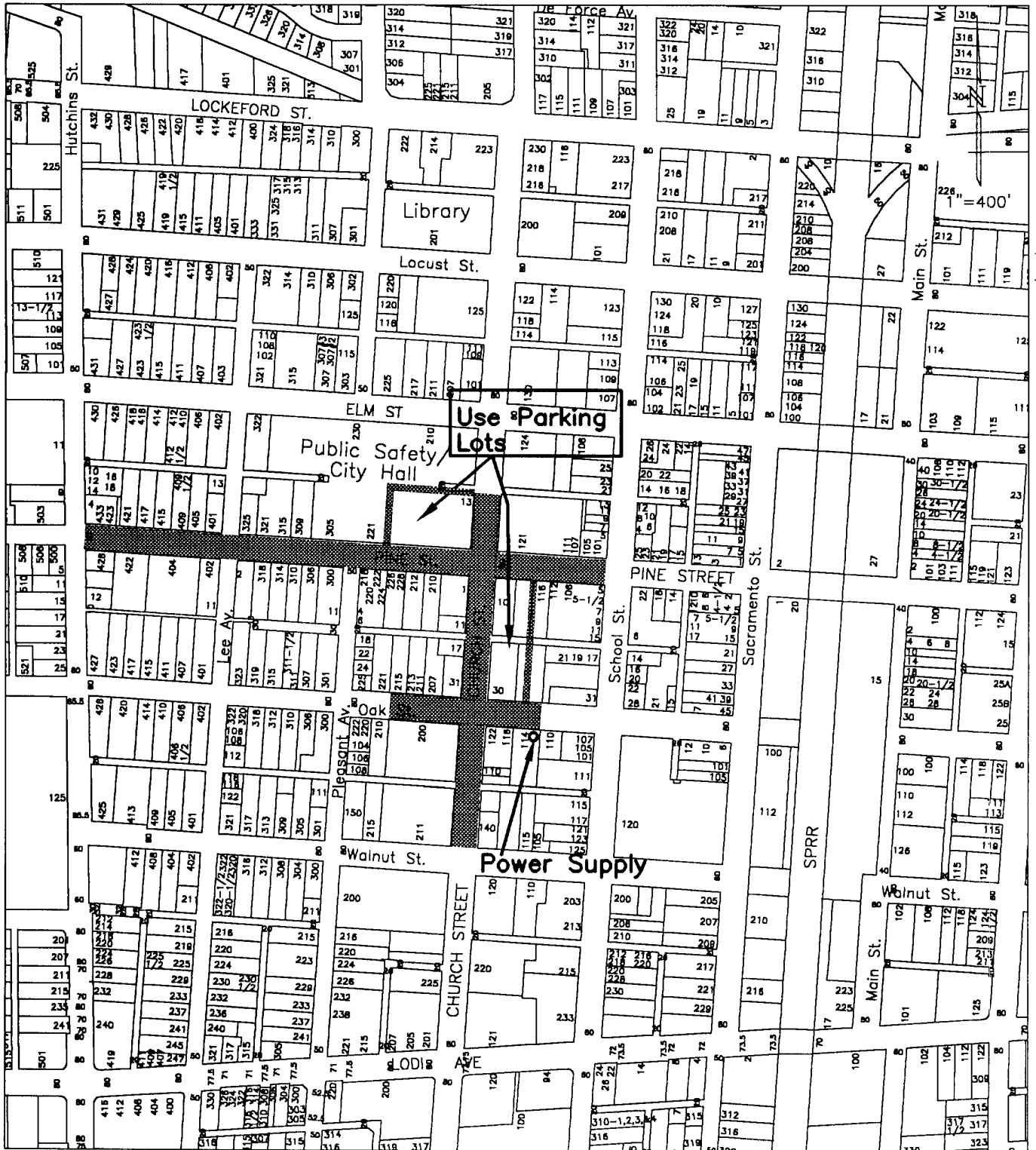
# Street Faire Location Alternatives

## Exhibit 2



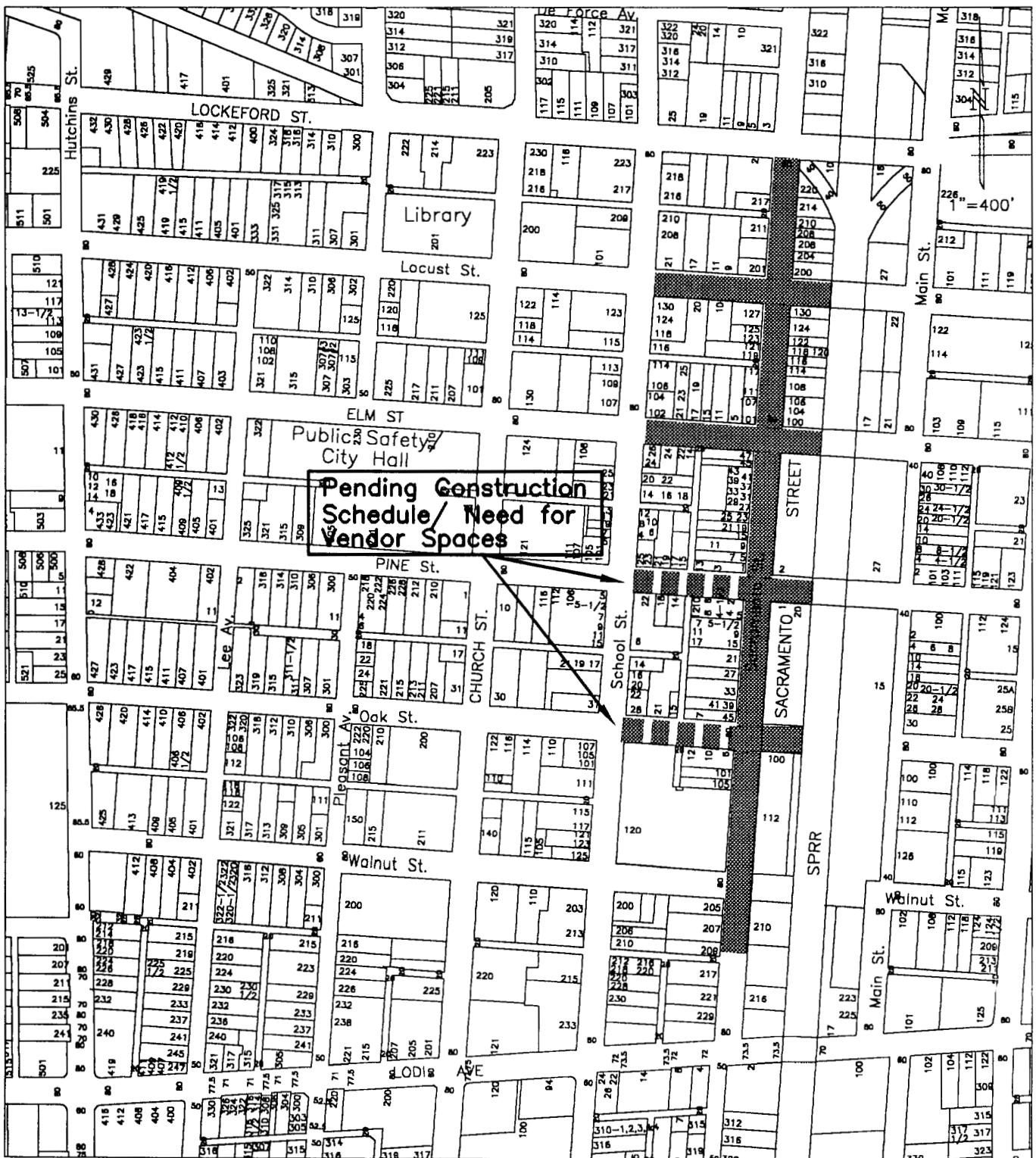
# Street Faire Location Alternatives

## Exhibit 3



# Street Faire Location Alternatives

## Exhibit 4



CITY COUNCIL

PHILLIP A. PENNINO, Mayor  
JACK A. SIEGLOCK  
Mayor Pro Tempore  
KEITH LAND  
STEPHEN J. MANN  
DAVID P. WARNER

# CITY OF LODI

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H. DIXON FLYNN  
City Manager  
JENNIFER M. PERRIN  
City Clerk  
RANDALL A. HAYS  
City Attorney

January 9, 1997

Lodi District Chamber of Commerce  
P. O. Box 386  
Lodi, CA 95241

First United Methodist Church  
200 West Oak Street  
Lodi, CA 95240

Lodi Downtown Business Association  
12 North School Street  
Lodi, CA 95240

Saint Anne's Catholic Church  
215 West Walnut Street  
Lodi, CA 95240

Ms. Dorean Rice  
Street Faire Chairperson  
P. O. Box 2501  
Lodi, CA 95241

SUBJECT: 1997 Street Faire Locations

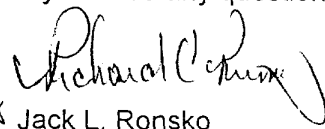
Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, January 15, 1997, at 7 p.m. The meeting will be held in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the regular calendar for Council discussion. You are welcome to attend.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to the City Clerk at 221 West Pine Street.

If you wish to address the Council at the Council meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Jennifer Perrin, City Clerk, at 333-6702.

If you have any questions about the item itself, please call Richard Prima at 333-6706.

  
for Jack L. Ronsko  
Public Works Director

JLR/kk

Enclosure

cc: City Clerk